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June 13, 2008

TO: Each Health Deputy

FROM: Jonathan E. Freedman
Acting Chief Deputy

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SUBJECT: NOTIFICATION OF THE DEPARTMENT OF PUBLIC HEALTH'S (DPH) RELEASE OF A REQUEST FOR QUALIFICATIONS (RFQ) AND REQUEST FOR CONCEPT PAPER (RFCP) FOR SOCIAL MARKETING (SM) SERVICES

This is to advise you that DPH is preparing to release an RFQ to identify qualified SM firms capable of developing a social marketing campaign targeting youth to promote educational messages on nutrition and healthy eating. Once identified through the RFQ results, qualified SM firms will be asked to respond to an RFCP to describe their concepts for using web-based technology to promote DPH's "Youth Activism Against Obesity" educational message on nutrition and healthy eating. One SM firm will be selected from the RFCP. The anticipated release of the RFQ is Wednesday, June 18, 2008.

On April 15, 2008, your Board approved a Grant Agreement with the Settlement Funds Administrator of the Vitamin Cases Consumer Settlement Fund, to support a Youth Activism Against Obesity Project within Community Health Services Planning Areas 3 and 6. The grantor has requested a quick start-up date as a condition of the grant award. Therefore, DPH will conduct the RFQ and RFCP to select a qualified SM firm with which Public Health Foundation Enterprises (PHFE) will contract directly to provide services. The approximate contract term will be two years at an estimated total dollar amount of \$267,500, at no net County cost.

For your information, we have attached a list (Attachment I) of SM firms that will be notified of the RFQ release via mail. These SM firms were identified by DPH as agencies with experience in developing the required services. The RFQ will also be

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advertised on the County's L.A. County Online Website and DPH websites. Once the RFQ is posted on the County's L.A. County Online Website, all the SM firms registered online will automatically be notified via email. We will keep you apprised of our progress.

Please contact Rosalie Moreno of our Contracts and Grants Division at (213) 240-7956 or rbejarano@ph.lacounty.gov, if you have any questions or require additional information.

JEF:rm
W/HlthDepRFQ/06-10-08

c: Rosalie Moreno
David Caley
Gary T. Izumi
Robert E. Ragland
Miles Yokota

MAILING LIST

1. Allison and Partners
2001 Wilshire Boulevard, #501
Santa Monica, California 90403
Contact Person: Ms. Dawn Wilcox, APR
Telephone Number: (310) 496-4453
Electronic Mail (e-mail) address: dawn@allisonpr.com
2. Healthier Solutions, Inc.
1606 Argyle Avenue, Suite 205
Los Angeles, California 90028
Contact Person: Mr. Robert Berger, President
Telephone Number: (323) 468-8900 ext. 23
E-mail address: www.healthiersolutions.com
3. Nakatomi and Associates
2013 Beloit Avenue
Los Angeles, California 90025
Contact Person: Ms. Debra Nakatomi, President
Telephone Number: (310) 914-5000
E-mail address: debra@nakatomipr.com
4. Ogilvy Public Relations Worldwide
9100 Wilshire Boulevard
Beverly Hills, California
Contact Person: Ms. Leslie Llewellyn
Telephone Number: (310) 550-7776
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5. Paine PR
660 South Figueroa Street, 7th Floor
Los Angeles, California 90017
Contact Person: Mr. Eric Borsum, Managing Partner
Telephone Number: (213) 996-3786
E-mail address: None
6. The Rogers Group
1875 Century Park East, Suite 300
Los Angeles, California 90067
Contact Person: Mr. Matthew LeVeque, Vice President
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